

## Komal Fashions brings internationally renowned revolutionary cloth, ARNYWEAR, to India

*Internationally, the premium cloth, called ARNYWEAR, is known for its insect repelling qualities suitable for sensitive skin and safe for young children. It is currently being sold by Mothercare, Boots, Sainsbury in UK and in Spain, France, Italy, Denmark, Greece, Cyprus, Germany and Australia ...*

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300 million people are affected by mosquito bites annually. Out of these, 200 million people purchase DEET-based products to counter this menace&hellip;but these products are known to have deadly toxin properties. Further, sprays, creams and mats all have a limited effect and shelf-life.

To everyone's relief, mosquito bites and related health hazards won't be a problem for Indians anymore. And a simple piece of cloth is soon going to solve that problem. Hard as that is to imagine, it's true.

Mumbai-based Komal Fashions is all set to revolutionize the use of clothing in India, in more ways than one. The Indian company has now become the sole marketer and distributor of the premium international clothing brand ARNYWEAR, which is made up of a rich, comfortable and soft fabric that is known to repel biting insects away from the person wearing it, without the need for nasty chemicals or sprays. It has a very pleasant lavender aroma, and is suitable for sensitive skin and what's more, it is perfectly safe for young children, even babies. These are not just tall claims&hellip;the London School of Hygiene & Tropical Medicine has successfully tested and clinically proven that ARNYWEAR can indeed, work as an insect repellent. It is currently being sold by Mothercare, Boots, Sainsbury in UK and in Spain, France, Italy, Denmark, Greece, Cyprus, Germany and Australia.

So exactly how does ARNYWEAR weave its magic on people? Amit Bajaj, Executive Director, Komal Fashions, explains, 'When the ARNYWEAR fabric rubs against your skin, a vapour, which biting insects hate, is released. The vapour creates a 'no-bite-zone' of up to 50 centimeters around you for up to 2-3 hours once activated.' The protection is kept continually active by the wearers' movement or body heat and can be reactivated by scrunching or rubbing as required.

ARNYWEAR can be used in a variety of innovative ways, and it comes in various fashionable colours and sizes. To cite a few examples, ARNYWEAR products be used as sarongs, bandanas, neck scarf's, seat covers, sheets, pillowcases, out-door dining mats, beach skirt, head rest cover in cars, as a hammock sheet or even as a simple wrap-around for your ankles or wrists.

ARNYWEAR is available in three sizes, and being a premium product, is priced accordingly. The 'Small' fabric (size 56cm x 56cm) is priced at Rs. 899. This is about the size of a bandana and very versatile. The 'Medium' one is priced at Rs. 1299 (size 40cm x 95cm) and is suitable for use as a sarong for young children or even micro sarong for teenagers, apart from many other uses. The 'Large' piece is priced at Rs. 1999 (size 95cm x 168cm), and can be draped across as an adult sarong, table cloth or even as a bed sheet. Indeed, these are small prices to pay for your family's long-lasting health and well being.

For those of you who are wondering how to maintain the durability of the cloth, here's the simple answer: wash with care. Yes, ARNYWEAR fabric can be washed repeatedly at 40 degrees in a normal coloured wash and will still continue to work. Try not to tumble dry and use a cool iron setting. No other special care is needed.

It is worth adding here that ARNYWEAR is 100 % hypoallergenic and is being evaluated by the British Skin Foundation. It is proven to be safe for use even during pregnancy.

So what prompted Komal Fashions to bring such a high-profile, premium product to India, something no Indian company has remotely done before? 'Actually, with ARNYWEAR, a person can sport the latest in fashion while protecting herself and her loved ones from unwanted insect-bite marks and diseases,' Mr. Bajaj says. 'So, in a sense, this winning combination of health with fashion is where we feel Indians will benefit tremendously from.' What's more, ARNYWEAR and its active ingredients within it have never been tested on animals, and the product is recyclable and environment friendly. So perhaps it is time to chuck those leather goods and adopt something that is safe, healthy and fashionable, all rolled into one.

Speaking of the company's future plans regarding ARNYWEAR, Mr. Bajaj states, 'At this point, we are looking at targeting malls, boutiques, departmental stores and other formats of organised retail to create a buzz around the brand and its unique usage.'

'While our retail plan will be quite extensive and pan-India, at present we are in the midst of short-listing probable distributors for ARNYWEAR to fuel our growth in India,' adds Mr. Bajaj.

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All said and done, ARNYWEAR is an opportunity just waiting to be grabbed. Interested distributors/retailers may contact Komal Fashions at:

**Komal Fashions**  
**307 Bussa Udyog Bhavan**  
**T.J. Road Sewree West**  
**Mumbai 400049**  
**Contact no: +91 22 24100802/3 or 9821030582**

Mr. Amit Bajaj can be personally reached at 9821048979.

Consumer enquiries/bulk orders are welcome. For any further information about Komal Fashions or ARNYWEAR, one can visit [www.kfashions.in](http://www.kfashions.in) and [www.arnywear.co.in](http://www.arnywear.co.in).

**For more information, Please contact:**

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You can also visit [www.kfashions.in](http://www.kfashions.in) for more information.